

Subject: Re: Creative PR Agencies // Branding Refresh
From: "Baker, Arley" <ABaker@portla.org>
Date: 12/01/2017 03:20 PM
To: Lorena Parker <lparker@sanpedrobid.com>
CC: Jonathan Williams <jwilliams@labattleship.com>, Greg Morena <greg@thealbright.com>, Monica Simpson <msimpson@sanpedrobid.com>

Are the dollar prices per month?
Do we know our budget?
BTW, I like our existing logo and don't think it needs a Renee right now

Respectfully,

Arley Baker
Senior Communications Director
Port of Los Angeles
o 310-732-3093

Sent from my iPhone

On Dec 1, 2017, at 3:12 PM, Lorena Parker <lparker@sanpedrobid.com> wrote:

Good afternoon,

In preparation for our board meeting, Monica has researched some creative PR firms. See below.

How do you want to proceed? Do a few of you want to interview them?

Let me know.

Kind regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
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----- Forwarded message -----

From: **Monica Simpson** <msimpson@sanpedrobid.com>

Date: Wed, Nov 29, 2017 at 9:15 PM

Subject: Creative PR Agencies // Branding Refresh

To: Lorena Parker <lparker@sanpedrobid.com>

Hi Lorena!

Agency Suggestions for Brand/Website Refresh & Logo Design:

First steps: determine exact needs (example: new Logo, new website, branding slogan, collateral, brochures...etc).

Next steps: schedule agency consultation and get quotes once scope of work is outlined.

Here's a few I recommend depending on budget:

Eat.Work.Sleep.

Location: El Segundo, CA

Clients have included: Kia & Mattel

<https://www.eatsleepwork.com/>

Budget: \$2500*

David & Goliath

Location: El Segundo, CA

Clients have included: California Lottery, KIA

<http://www.dng.com/>

Budget: \$3500+*

Isadora Digital Agency

Location: Manhattan Beach, CA

<http://isadoradigitalagency.com/web-experiences>

(Services include entire web eco-systems)

Budget: \$2k-\$5k*

Six Degrees LA

Location: Miracle Mile (LA)

(Most experience in Restaurant/Hospitality but have done other brands).

They have a very fun and fresh approach. I think they would be up for the challenge!

<http://sixdegreesla.com/>

***All dollar prices are estimates based on tentative scope of work, these are not official quotes from agencies.**

Let me know if you have any questions! Talk soon!

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